



The Kings Mountain Herald

Established 1889

A weekly newspaper devoted to the promotion of the general welfare and published for the enlightenment, entertainment and benefit of the citizens of Kings Mountain and its vicinity, published every Thursday by the Herald Publishing House.

Entered as second class matter at the postoffice at Kings Mountain, N. C., under Act of Congress of March 3, 1873.

EDITORIAL DEPARTMENT

Martin Harmon Editor-Publisher
David Baity Advertising Salesman and Bookkeeper
Miss Elizabeth Stewart Circulation Manager and Society Editor
Neale Patrick Sports Editor

MECHANICAL DEPARTMENT

Eugene Matthews Horace Walker Wade Harlow, Jr.
Paul Jackson Monte Hunter

TELEPHONE NUMBERS — 167 or 263

SUBSCRIPTION RATES PAYABLE IN ADVANCE

ONE YEAR—\$3.50 SIX MONTHS—\$2.00 THREE MONTHS—\$1.25
BY MAIL ANYWHERE

TODAY'S BIBLE VERSE

Enter into His gates with thanksgiving, and into His courts with praise: be thankful unto Him, bless His name. Psalm 100:4.

An Effort, Anyway

North Carolina's General Assembly tried to plug a dike in the welfare program by giving county welfare superintendents the right to supervise spending of monies received by mothers with dependent children — where there were evidences that the mothers were squandering that cash rather than using it for its purpose, upkeep of the youngsters.

Now the federal administrators have threatened to withhold the funds — in most part paid by the federal government — if this state-granted privilege is applied.

The federal reasoning is, of course, somewhat in outer space. The federal administrators say that the receiving of these aid-to-dependent-children checks is a right, with the maternal recipients allowed to blow the cash on do-dads if they like.

A Guilford county state representative responds with a hearty "not so".

His legal reasoning is that mothers are merely trustees for the children and their mal-administration of the funds constitutes something akin to incompetence, if not downright crookedness, and that remedies should be the order of the day.

Furthermore, the Guilford law-maker has petitioned the attorney-general to take the state's case to the federal courts, providing the federal administrators fail to see the practical light.

North Carolina's position on this matter is correct. Intent of the act was to care for the innocent waifs in this world through no cause of their own.

Undoubtedly, there are as flagrant mis-spendings in other states as in this one, maybe more, and the state, whether through conversation or the courts, would do the nation a real service if it is successful in cleaning this portion of the welfare program.

Exit Fair Trade Gas

Esso Standard Oil Company, biggest seller of oil products in North Carolina, has announced a complete retreat from its effort to fair trade gasoline in the state and it appears the other major oil companies will follow suit.

What is right?

Certainly many retail dealers appreciated guarantee of price stability in the price of their product. On the other hand, the buying public, which likes a bargain, welcomed the occasional opportunities to fill 'er up for less.

Small merchants in other lines have favored fair trade as a means of protection against the "big boys", who could buy more favorably by carload lots. Again, the public disfavours ideas of restrained competition. And the merchant could cash his ideas on fair trade quickly on items which he over-bought.

The reasons for occasional gas price wars — exclusive of small dealers who use cut-rate gas as break-even or loss leaders have never been spelled out, though there is some grounds to believe that the major companies themselves launch them. Just as small industry has trouble balancing production to meet seasonal needs, so do the oil producers, which are mammoth producers.

World War II experiences in pricing-by-government rather well proved: 1) about the only way to put a floor under prices is via government subsidies and 2) ceilings are virtually impossible, for a black market quickly develops. It's hard to smoothe out a supply-demand situation.

More basic is the question of property rights. If a person buys property of any kind, many feel it is his basic right to dispose of it, via sale or gift, as he sees fit.

It's time to buy Christmas seals in support of the local-national effort to stamp out tuberculosis. Tuberculosis has been comparatively conquered, largely due to the availability of funds giving means for research and for mass efforts at early detection of this communicable disease. Continuance of early detection efforts is imperative to keeping this dread disease in check.

Good News

Statement that Slater Manufacturing Company is proceeding with plans to consolidate its operations in Kings Mountain, which requires the building of a dyeing and finishing plant addition to its present York Road facilities, is quite good news.

Consolidation here will pare transportation and other manufacturing costs and, President-Owner Albert Slater says, will remove competitive advantages of other firms in the manufacture of plush goods and other products the firm makes.

It is a reminder that expansion by firms already on scene is quite as desirable as obtaining new industrial citizens.

The expansion should result in considerably increased employment at the Slater firm.

City officials were impressed with the attitude of President Slater, who, in asking for sewage disposal arrangements, made it plain he did not seek something for nothing. Added cost to the city he said he would pay and contracted with the city per his statements.

This attitude has not always been evidenced by industries seeking to move South.

A cordial welcome to President Slater, who is now a Kings Mountain resident.

Let's Make It

Last week's United Fund campaign news was the best in recent weeks, though there was considerable work in store for campaign workers if the \$18,000 quota is to be obtained.

In the first year of an aggregate fund campaign, it is not surprising that some difficulties would be encountered.

For some years, the Herald regarded the United Fund idea with a slightly jaundiced eye, feeling that some prior footwork and arrangements would be necessary before this industrial community could safely embark on a united-type appeal. Principal among these needs was agreement among employers to make a withholding plan for giving available to employees. This was done and enough employers agreed to this plan to make the United Fund appear possible of success.

It is to be hoped that more firms will agree to this arrangement in the future.

Otherwise, it seems a major lag in the campaign is failure by some solicitors to see their prospect lists.

As a quasi-member of the retail community, the Herald finds it somewhat embarrassing that the commercial gifts, at last report, totaled only \$407.

There is reason to believe the campaign can be brought to a successful conclusion.

Let's make it.

Christmas Cash Cheer

The postman took good news yesterday to numerous Kings Mountain area citizens in the form of Christmas Club checks from First National Bank.

The payment marked completion of the bank's ninth annual Christmas Club and set a record for an aggregate payment, this year's total approximating \$90,000.

Many a person will be thankful he's done a bit of saving during the year for the Christmas celebration and will be even more thankful when January bills are being delivered by the mailmen.

The bank is opening its tenth annual Christmas Club now, would like to see the new enrollment reach 1,000 (there were 825 members this year) and the total payments reach \$100,000.

The 1,000 who join, if they do, will be glad that they did.

Congratulations to Barbara Yarbrough, who has been elected "Miss Betsy" by the high school student body.

MARTIN'S MEDICINE

By Martin Harmon
Ingredients: bits of news, wisdom, humor, and common sense.
Directions: Take weekly, if possible, but avoid overdosage.

Another Thanksgiving has arrived and it can be safe to guess that many a turkey will have gone down the hatch before the end of the week.

m-m

Next week 'twill be turkey hash, which is the major complaint about the big fowls, particularly in smaller families. The birds last too long.

m-m

The Thanksgiving tradition and celebration is an old one, but Thanksgiving Day didn't become a national holiday-observance until 1863, according to a booklet on "Little Known Facts About Thanksgiving and Lincoln's Proclamation" as recently published by the Lincoln National Life Insurance Company.

m-m

There is no effort by the author, Dr. Louis A. Warren, to dim the romantic-historical contributions of the Pilgrim Fathers to celebration of Thanksgiving. Dr. Warren, indeed, credits Gov. William Bradford, of the Massachusetts colony, as the founder of the Thanksgiving festival, which was first observed in 1621 at Plymouth. Gov. Bradford in 1621 called the early settlers together to offer thanks to God for the preservation of their lives, food to sustain them, and clothing for their comfort. Gov. Bradford wrote a manuscript "God's Merciful Dealings with Us in the Wilderness" and continued to call periodic seasons of thanksgiving.

m-m

It is noted that one of President Lincoln's ancestors, Samuel Lincoln, settled not far from Plymouth in 1637 and likely took part in the earlier Thanksgiving festivals.

m-m

According to Dr. Warren, the first national observance of Thanksgiving resulted from a proclamation by President Washington for a national day of Thanksgiving for a constitutional form of government and the blessings which accompanied it.

m-m

Next national observance didn't occur until 1815, when President James Madison proclaimed a Thanksgiving festival to celebrate the end of the war with England and to pray for national guidance and peace.

m-m

Governors of state, meantime and subsequently, called Thanksgiving seasons, but there was no national proclamation again until 1863, when President Lincoln made the holiday nationwide, a custom followed by every President since.

m-m

Dr. Warren credits a New England lady, Sarah Josepha Hale, as contributing much to building a favorable public opinion for a national Thanksgiving festival. She importuned Presidents and others for twenty years, before Abe Lincoln issued his proclamation. Meantime, her importunities had resulted by 1862 in Thanksgiving celebrations in 23 states and three territories.

It is interesting to note that the 1863 Thanksgiving, set for the last Thursday in November, fell just a week after the dedication of Gettysburg cemetery, where Lincoln had made his now-famed Gettysburg address. However, his initial Thanksgiving proclamation had been written before the Gettysburg speech, which, at the time it was given, got something less than critical praise in the press of the day, though it now stands out as a model of simplicity, faith and charity.

m-m

Why the final Thursday of November for Thanksgiving? The author says this choice of date found Mr. Lincoln contributing to an ancient religious sentiment fostered by the apostolic church and he notes that a period of solemnity had been observed with the coming of the advent season by the Roman Catholic, Lutheran, English and Protestant Episcopal churches. George Washington, an Episcopalian, had similarly set Thanksgiving on the final November Thursday.

m-m

It remained for yet another Episcopalian, Franklin D. Roosevelt, to endeavor to upset the ingrained tradition of the years and to make the Thanksgiving celebration earlier. The effort at change, sparked by a national mercantile trade association which wanted to get Thanksgiving out of the way earlier as a boost to Christmas season sales — immediately became a political matter and could be listed, along with the court-packing plan, as one of Roosevelt's major mistakes. Some states kept the traditional day, others followed the Roosevelt day.

m-m

This year's observance will be notable, likely, for a paucity of cranberry sauce on holiday tables, but there should be no paucity of turkey, oyster dressing and mince-meat pie.

No Magic Carpet



Viewpoints of Other Editors

ARE YOU ON A SUCKER LIST?

The forthcoming government campaign to warn the American public against stock swindlers will be locking the barn door after the horse is stolen so far as many quietly anonymous but red-faced investors are concerned—but there are a lot more horses in the barn.

It can't happen here? Brother, it has happened here.

Phony stock market "tipsters", sometimes called "boiler-room operators" because they often operate from rented, temporary offices, have been active in and around Winston-Salem. The local scene seems to be quiet now. Yet it's a good bet that the boiler-room boys will be back, placing their long-distance telephone calls from New York or Montreal or Toronto to homes and offices in Piedmont North Carolina.

And it's an even better bet that many Tar Heels will permanently part with savings they can ill afford to lose.

Although P. T. Barnum's observation about the birthplace of suckers may have been 100 per cent correct, another adage still applies: Forewarned is forearmed. So here is an idea of what you can expect if your name is on a stock tipster's sucker list:

You will be mailed a well-prepared brochure describing a company with little in the way of actual profit but a great deal, apparently, in the way of profit possibilities.

After you have had time to digest the material and dream about getting in on the ground floor of a good thing, you will receive a long-distance telephone call.

You will be told that the stock "is becoming active" or that "a merger is in the wind" or that "a special company announcement" is coming that could send the price of the stock soaring. And then you will be offered a chance to buy some shares—100, 500, 1,000—the sky's the limit.

"We don't usually do business over the telephone," you may be told, "but we realize that the only way we can add new customers is to give them the same information we give our old customers."

It sounds too pat, too slick, too glittering. But the tipster has two things going for him. The first is that his sucker may be someone who has never received a telephone call from anywhere more distant than Mocksville, say, and who is thrilled at the thought of the interest being shown by a far-off stranger. The second is human nature—the understandable urge to make a fast buck by being on the inside of a big deal.

Almost two years ago, at a time when telephone tipsters were particularly active in and around Winston-Salem, one local investment broker asked three questions that every potential investor needs to ask himself: "Why do these people offer you this big opportunity if it's such a hot tip? Why do they let others in on it? Why not corner the market for themselves?" The answer is obvious: The boiler-room stock salesman is showing friendly concern about your pocketbook because he wants it to be in good shape when he takes it away.

The Securities and Exchange Commission, the major stock exchanges, established investment firms and other groups and agencies have been waging war for years on the fly-by-night operators. Yet they are still operating and they are likely to continue operating as long as there are gullible and uninformed citizens left to blirk.

Your name may be on a stock tipster's list. You can increase his overhead by making him waste his time and his money if you follow five simple rules.

1. Think before buying.
2. Deal only with a firm that you know to be reputable.
3. Be skeptical of stocks offered on the telephone and watch out for glib, high-pressure sales talks.
4. Beware of promises — or hints — of sudden and spectacular profits.
5. Realize that there is a risk

THE SENATOR OVERLOOKS A POINT

As a book, "The Ugly American" caught the reading fancy of thousands of Americans and stayed high on the list of the best-seller list for months. It also caught the ire of the U. S. State Department because it depicted American diplomatic representatives in Southwest Asia as being lazy, irresponsible, and less able ambassadors of good will for their country than corresponding Soviet officials. American readers wondered if there might be some truth to the charges.

Now Hollywood is turning the book into a movie, planning to film it on location in Southeast Asia. The film makers want the State Department to help them in the project but Senator Fulbright of Arkansas, chairman of the Senate Foreign Relations Committee, is urging the Department not to co-operate with "arrogant Hollywood movie makers," who have dared to film a book critical of U. S. foreign policy.

No doubt the Senator is speaking in righteous indignation. And perhaps the picture of diplomatic life drawn in "The Ugly American" is overdrawn. But the Senator is overlooking one fact that might cause the movie to do the American cause more good than the book did it damage. Marlon Brando is to star in the movie. If he has the same effect on swooning Asian females as he has on Americans, that should win over at least the female half of the Asian population to the American way of life. And if the producers would just cast Lana Turner or Marilyn Monroe in the leading female role, that should take care of the other half.—Smithfield Herald.

SOMETHING TO GIVE HIS CREDITORS

The doctor finished his examination of the man and shook his head regretfully.

Doctor — "I'm sorry, but I'm afraid you have a bad case of smallpox."

The patient turned weakly on his pillow and said to his wife: "Any of my creditors come pestering around now, Mary, you can tell them I am finally in a position to give them something." — Commercial Dispatch.

'TIS AN ILL WIND...

Two women who had not seen each other for a long time met on the street one day.

"Why, Mary," said one of them, "I see you got your new fur coat after all. I thought you said your husband couldn't afford it this year."

"So I did," replied the other, "but we had a stroke of luck. My husband fell and broke his leg, and the insurance company paid him \$400." — We The People.

of loss wherever there is a chance of gain.—Winston-Salem Journal.

10 YEARS AGO THIS WEEK

Items of news about Kings Mountain area people and events taken from the 1949 files of the Kings Mountain Herald.

Howard B. Jackson, Neisler Mills executive, was elected president of the Kings Mountain Country Club for the coming year at an organization meeting of newly-elected directors November 17. Mr. Jackson succeeds Paul M. Neisler, Sr.

Kings Mountain's National Guard company received a satisfactory rating at the second federal inspection held on November 15.

Social and Personal

The monthly meeting of the Senior Woman's club was held Friday night in the clubhouse. Mrs. Jay Patterson presided.

The Myrtle Derrick circle of the Lutheran church met Monday night with Mrs. Dan Finger.

Dollar for Dollar...

You get real value for your life insurance money with our local low rate. So why not be ADEQUATELY insured? If you need more coverage, see us this week.

The Arthur Hay Agency

ALL KINDS OF INSURANCE
Phone 182



HARRIS FUNERAL HOME

—Ambulance Service—
Phone 118 Kings Mountain, N. C.

Light... bright... and delicious!
king size
DRINK Cheerwine

HERE'S HOW... TO RE-ROOF ... GET NEW SIDEWALLS ON EASY MONTHLY PAYMENTS

Beautifully and protect your home for a small sum payable monthly. We arrange payments to suit your needs and you get the work done NOW.
A leaky roof is sure to cause damage. Avoid costly trouble and make your home better looking... with a colorful new roof. Added insulation will cut fuel bills.
New sidewalls, too, add insulation value and beautify the appearance of your home.
Use our ABC Budget Payment Plan. Payments to suit your income.

ELMER LUMBER CO.

Phones 25 & 54

"FOR THE BEST SOUND IN TOWN"
TUNE IN DAILY TO "Soundhouse"
FROM SUNRISE 'TIL SUNSET
OVER
1000 WATTS WKMT 1228 ON YOUR DIAL
Kings Mountain